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Sun Care in North Macedonia

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Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising awareness of sun damage and the demand for skin care benefits boosts value growth
Beiersdorf dooel Skopje takes the lead from domestic player Alkaloid AD Skopje
Supermarkets lead distribution of sun care, offering a wide variety of products

PROSPECTS AND OPPORTUNITIES

Innovation, travel and growing consumer knowledge is expected to boost value growth in sun care
Innovation in sun protection will focus on advanced functionality and product formats
Players are set to offer multifunctional, sensorially appealing, and easy-to-apply sun care

CATEGORY DATA

- Table 1 - Sales of Sun Care by Category: Value 2019-2024
- Table 2 - Sales of Sun Care by Category: % Value Growth 2019-2024
- Table 3 - Sales of Sun Care by Premium vs Mass: % Value 2019-2024
- Table 4 - NBO Company Shares of Sun Care: % Value 2020-2024
- Table 5 - LBN Brand Shares of Sun Care: % Value 2021-2024
- Table 6 - LBN Brand Shares of Premium Adult Sun Care: % Value 2021-2024
- Table 7 - Forecast Sales of Sun Care by Category: Value 2024-2029
- Table 8 - Forecast Sales of Sun Care by Category: % Value Growth 2024-2029

Beauty and Personal Care in North Macedonia - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2024: The big picture
2024 key trends
Competitive landscape
Retail developments
What next for beauty and personal care?

MARKET DATA

- Table 9 - Sales of Beauty and Personal Care by Category: Value 2019-2024
- Table 10 - Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 11 - GBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 12 - NBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 13 - LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024
- Table 14 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024
- Table 15 - Distribution of Beauty and Personal Care by Format: % Value 2019-2024
- Table 16 - Distribution of Beauty and Personal Care by Format and Category: % Value 2024
- Table 17 - Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029
- Table 18 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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